

Appl. No. 11/714,275  
Amtd. dated September 13, 2005  
Reply to Office Action of June 14, 2005

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): A removable garment label, comprising:

a planar member having a front side and a rear side;  
an attachment mechanism having  
a rigid piercing element extending from the rear side of the planar member, and  
a backing member defining a hole aligned to removably receive the piercing  
element; and  
indicia including country of origin, garment provider identifier, and fiber content.

Claim 2 (original): A garment label as defined in claim 1, the indicia further including care instructions.

Claim 3 (original): A garment label as defined in claim 1, wherein:

the indicia further include garment size, and  
the garment provider identifier is a Registered Identification Number (RN).

Claim 4 (original): A garment label as defined in claim 1, wherein the planar member has a maximum thickness between about 1 mm and about 5 mm.

Claim 5 (original): A garment label as defined in claim 1, the backing member has a maximum thickness between about 1 mm and about 5 mm.

Claim 6 (currently amended): A garment label as defined in claim 5, comprising:

a planar member having a front side and a rear side;  
an attachment mechanism having  
a rigid piercing element extending from the rear side of the planar member, and  
a backing member defining a hole aligned to removably receive the piercing  
element; and  
indicia including country of origin, garment provider identifier, and fiber content

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wherein the hole is curved and terminates within the backing member such that the piercing element is bent once received within the hole.

Claim 7 (original): A garment label as defined in claim 5, wherein the piercing element extends through the hole and is joined in place.

Claim 8 (original): A garment label as defined in claim 1, wherein:

the attachment mechanism includes a plurality of rigid piercing elements; and  
the backing member defines a plurality of holes, each aligned with a corresponding piercing element.

Claim 9 (original): A garment label as defined in claim 8, wherein each of the plurality of holes is curved and terminates within the backing member such that a corresponding piercing element of the plurality of piercing elements is bent once received within the holes.

Claim 10 (original): A garment label as defined in claim 8, wherein the indicia are viewable on the planar member.

Claim 11 (original): A garment label as defined in claim 8, further comprising an encoded data element.

Claim 12 (original): A garment label as defined in claim 8, further comprising a radio frequency identification (RFID) device.

Claim 13 – 33 (canceled).

Claim 34 (new): A removable garment label as defined in claim 1, wherein the planar member comprises planar display means for displaying the indicia for identifying characteristics of the garment.

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Claim 35 (new): A removable garment label as defined in claim 1, wherein the hole is defined by curved sidewalls in the backing member, the sidewalls causing bending of the piercing element thereby to provide removable engagement of the planar member to the backing member.

Claim 36 (new): A removable garment label as defined in claim 1, wherein the piercing element comprises a deformable piercing means for deformably engaging and disengaging from the backing member in accordance with a configuration of hole sidewalls provided in the backing member, thereby to provide removable attachment of the planar member to the backing member.

Claim 37 (new): A removable garment label, comprising:

a planar member having a front side and a rear side, the rear side positioned against a first side of a garment;

attachment means for selectively attaching and detaching the planar member to and from the garment,

the attachment means including

a backing member having a nonlinear hole therein defined by sidewalls within the backing member, the backing member positioned against an opposite side of the garment,

deformable piercing means extending from the rear side of the planar member for entering the nonlinear hole of the backing member through the garment,

the sidewalls within the backing member having a nonlinear configuration in an axial direction thereof for deforming an axial direction of the deformable piercing means to conform with the nonlinear hole thereby to attach the planar member to the backing member in a predetermined fixed configuration which engages the garment therebetween, and

a pry point for prying apart the planar member and the backing member, thereby straightening the deformed piercing means and detaching the planar member from the fixed configuration engaging the garment;

wherein the planar member comprises a planar display means for displaying indicia for identifying characteristics of the garment including country of origin, garment provider identifier, and fiber content.

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Claim 38 (new): A removable garment label as defined in claim 37, wherein the sidewalls within the backing member have a configuration bending approximately 90 degrees in an axial direction thereof, thereby deforming the piercing means by approximately 90 degrees in the axial direction thereof in the predetermined fixed configuration.